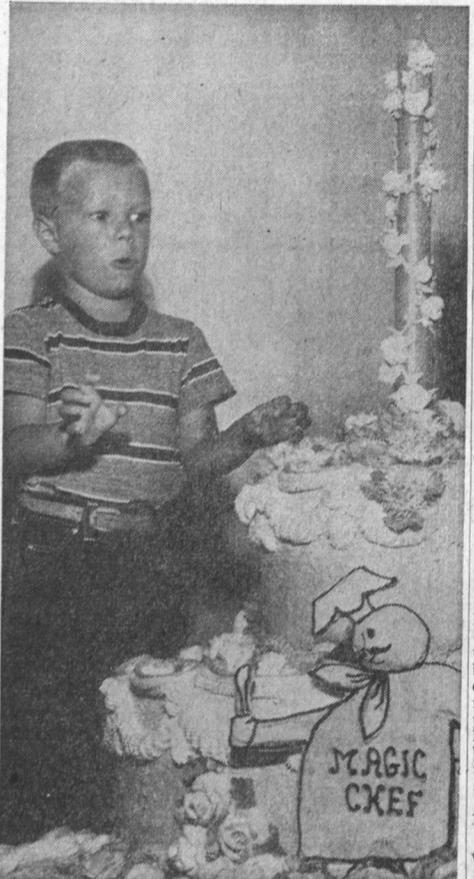


Magic Chef's Michaels Invites Public to Birthday Cutting Celebration Sat.

Huge Del Amo Market To Feature Low Prices

"It's our birthday, but we're giving the presents. Everyone is invited for a free slice of birthday cake. With that statement, Vince Michaels, store manager of the Magic Chef Supermarket, in the Del Amo Shopping Center, in Torrance, announced the first birthday celebration of the store.



SAME SIZE—Young David Highwart is ready to leap into Magic Chef's Birthday cake on display during Birthday Celebration on July 13 through 16. Both boy and cake are four feet all, and both weigh almost the same, 50 pounds. Neighbors are invited to share cake and coffee Saturday from 10 a.m. until noon and 1 to 3 p.m. It's Free!

the magic Chef Bakery has baked a huge four foot high tier cake, which will be cut and served with free coffee to everyone in the store on Saturday July 16. The free cake and coffee will be served between 10 a.m. and 12 noon and again between 1 p.m. and 3 p.m. Saturday.

"We're one year old," said Michaels, "this celebration, with special low prices on in every store department, from groceries to meats, frozen foods, produce, gourmet and health foods, delicatessen and housewares, is our way of saying 'thank you' to all the folks who have helped make our first year so successful."

In addition to special low prices on food, Magic Chef will award some lucky person a free all-expense-paid 9-day trip to Hawaii. The trip will include air transportation and deluxe hotel accommodations in the islands.

A deluxe O'Keefe & Merritt gas range will also be awarded. Shoppers can enter the drawing by going to the store and leaving their name and address on an entry blank in the store. There's nothing to buy—nothing to write. The drawing, Michaels said, will be held on Monday July 24, but the winner need not be present to win. Winners will be notified by mail or phone.

There will be plenty of fun for the youngsters, too. Michaels went on. BoBo and Daisy, two of Los Angeles funniest clowns, will be on hand to give balloons to the children daily Thursday through Saturday. BoBo will be in the Magic Chef market on Thursday and Saturday from 10 a.m. to noon and 1 p.m. to 5 p.m. while Daisy and her puppet will give out the balloons on Friday from noon to 6 p.m. and 7 p.m. to 9 p.m. and again on Sunday from 10 a.m. to 12 noon and from 1 p.m. to 5 p.m.

Magic Chef Supermarket was opened one year ago, said Michaels, as the Southland's most complete supermarket. It was the first market in the nation to combine a complete restaurant and coffee shop, "hot" bakery, donut shop, service delicatessen and liquor department with an unusually large variety shop

and the most complete food department possible. Michaels pointed out that most large markets carry approximately 5000 different items, but the Magic Chef Market stocks almost 10,000 different items at all times. One of the largest baby food departments in any supermarket is a feature of the Magic Chef, as is specially frozen food and gourmet food departments.

One of the most exciting areas of the big beautiful market is the "piping hot bakery." Bakery Manager Bob Lehman said that all baked goods are fresh, and almost oven hot always. The Magic Chef bakery bakes all day and brings out hot merchandise continuously. There is no night baking. Lehman said that bakery will continue to feature all the fancy breads, brioche, croissants and breakfast sweet rolls that have been so popular, as well as specialties such as pizza bread, cookies, cakes, pies, hearth breads and dessert items like eclairs. A specialty of the bakery will continue to be specially decorated cakes for all occasions.

An unusual feature of the Magic Chef is the largest variety and houseware department to be found in any local supermarket. Here, shoppers may find "everything but the kitchen sink" for their home and kitchen. Dish pans, buckets, pots and pans, cutlery, clothing for young boys and girls, garden tools and record albums are only a few of the many, many different items to be found at budget prices in the variety department.

At the Magic Chef gourmet restaurant, shoppers can find a quick snack or bring their families for a complete dinner. Here master chef Jerry Mehlman has fashioned a menu that always has appetite appeal. You'll find everything from a simple sandwich to a full roastbeef dinner. And it's everything on the Magic Chef Restaurant Menu can be ordered for take-home service.

The service delicatessen

features many of the more unusual delicatessen foods as well as provides the special extra services that many shoppers like. For example, here a shopper may have a pre-cooked ham sliced and rolled together for easier serving at home.

Store manager Michaels stressed that service to the customer was original aim of Magic Chef. "Our record through our first year shows how well we have succeeded,"

he said. "All of us at Magic Chef want to make Magic Chef Market a convenient, easy place for the shopper to fill all home needs."

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Recruit Theodora R. Wallace, 20, daughter of Mrs. Betty F. Wallace, 5620 Via del Collado, Torrance, completed eight weeks of basic military training at the Women's Army Corps Center, Fort McClellan, Ala., June 28. Recruit Wallace received drill and physical fitness training and instruction in Army history, traditions and career fields. She is a 1958 graduate of Torrance High School and attended El Camino College.

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